

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate#
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 40,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/16-10/19	2	1	2	\$1,400.00	
				Buyline Comment: EARLY AM NEWS								
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
				Buyline Comment: EARLY AM NEWS								
	3	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/16-10/19	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	4	M	6A-7A	AM NEWS	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	5	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/16-10/19	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	6	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	7	SA	7A-8A	SAT AM NEWS	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
				Buyline Comment: SAT AM NEWS								
	8	SU	7A-8A	SUN AM NEWS	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	
				Buyline Comment: SUN AM NEWS								

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	9	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY TODAY SHOW								
	10	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
				Buyline Comment: TODAY SHOW 2								
	11	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
				Buyline Comment: TODAY SHOW 2								
	12	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/16-10/19	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	13	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
				Buyline Comment: TODAY SHOW 3								
	14	TU-F	12P-1P	NOON NEWS	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
				Buyline Comment: NOON NEWS								
	15	M	12P-1P	NOON NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
				Buyline Comment: NOON NEWS								
	16	TU-F	530P-6P	530P NEWS	:30	\$1,500.00	10/16-10/19	1	1	1	\$1,500.00	
				Buyline Comment: 530P NEWS								
	17	TU-F	6P-630P	6PM NEWS	:30	\$2,000.00	10/16-10/19	2	1	2	\$4,000.00	
				Buyline Comment: 6PM NEWS								
	18	M	6P-630P	6PM NEWS	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Buyline Comment: 6PM NEWS								
	19	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
				Buyline Comment: SUNDAY 6PM NEWS								

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Buyer SPENCER WOOD	Flight Dates 10/16/2012 - 10/22/2012	Salesperson FAX# 215-567-5938
Phone#	Hiatus Weeks	
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
				Buyline Comment: ENTERTAINMENT TONIGHT								
	21	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
				Buyline Comment: ENTERTAINMENT THIS WEEK								
	22	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$10,000.00	10/21-10/21	1	1	1	\$10,000.00	
				Buyline Comment: SUNDAY NIGHT FOOTBALL								
	23	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
				Buyline Comment: THE TONIGHT SHOW								
	24	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
				Buyline Comment: THE TONIGHT SHOW								
	25	TU-F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/16-10/19	1	1	1	\$150.00	
				Buyline Comment: JIMMY FALLON								
	26	M	1235A-135A	JIMMY FALLON	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
				Buyline Comment: JIMMY FALLON								

---REPORT TOTALS---

Report Totals: 38 / \$40,700.00

---SALES MONTHLY TOTALS---

Oct 12: 38 / \$40,700.00

Sales Totals: 38 / \$40,700.00

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Station Totals: 38 / \$40,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,000	CATV 0%	WAVY 37%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 4%	WVBT 14%	WVEC 32%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE